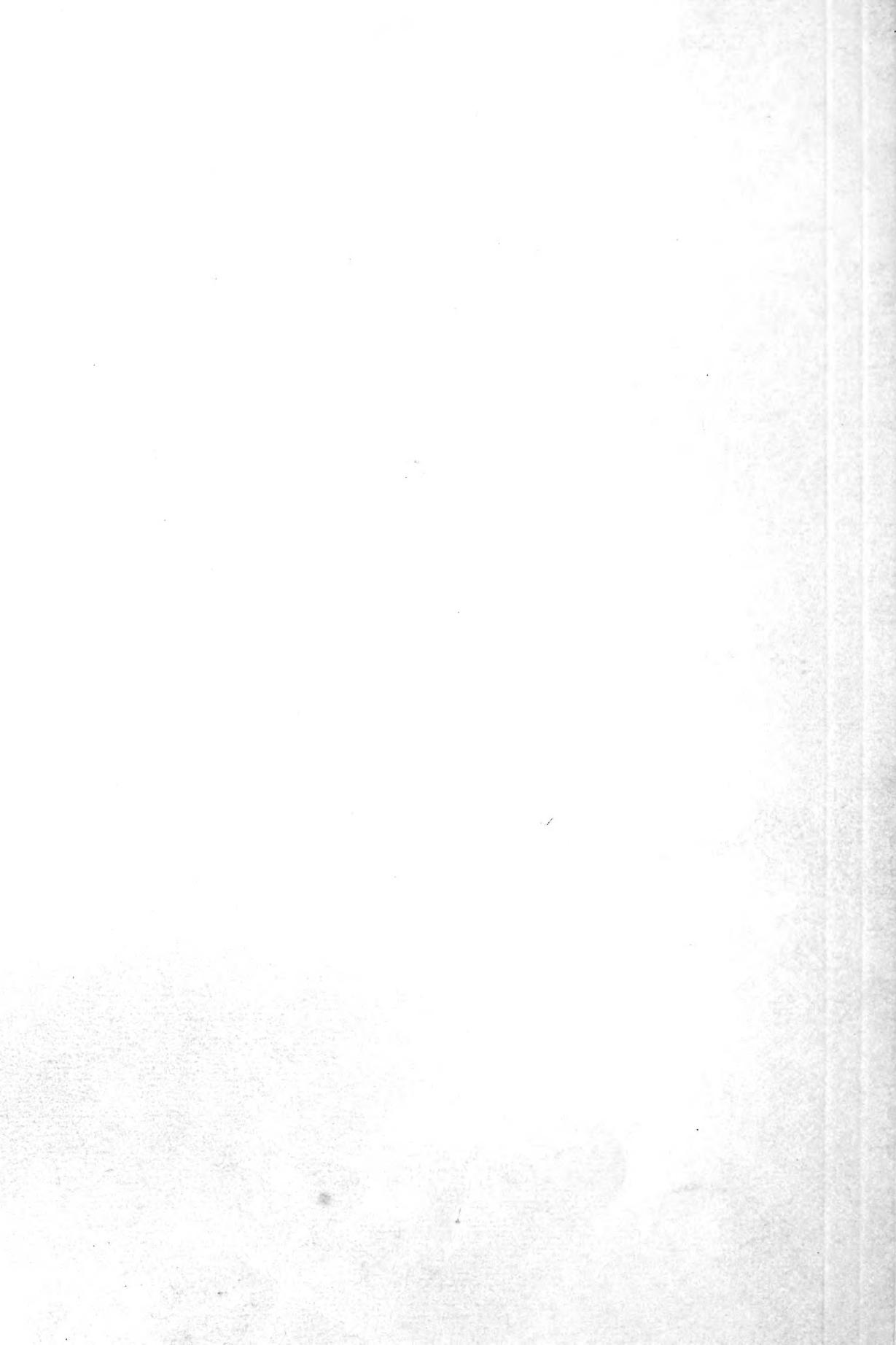


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.



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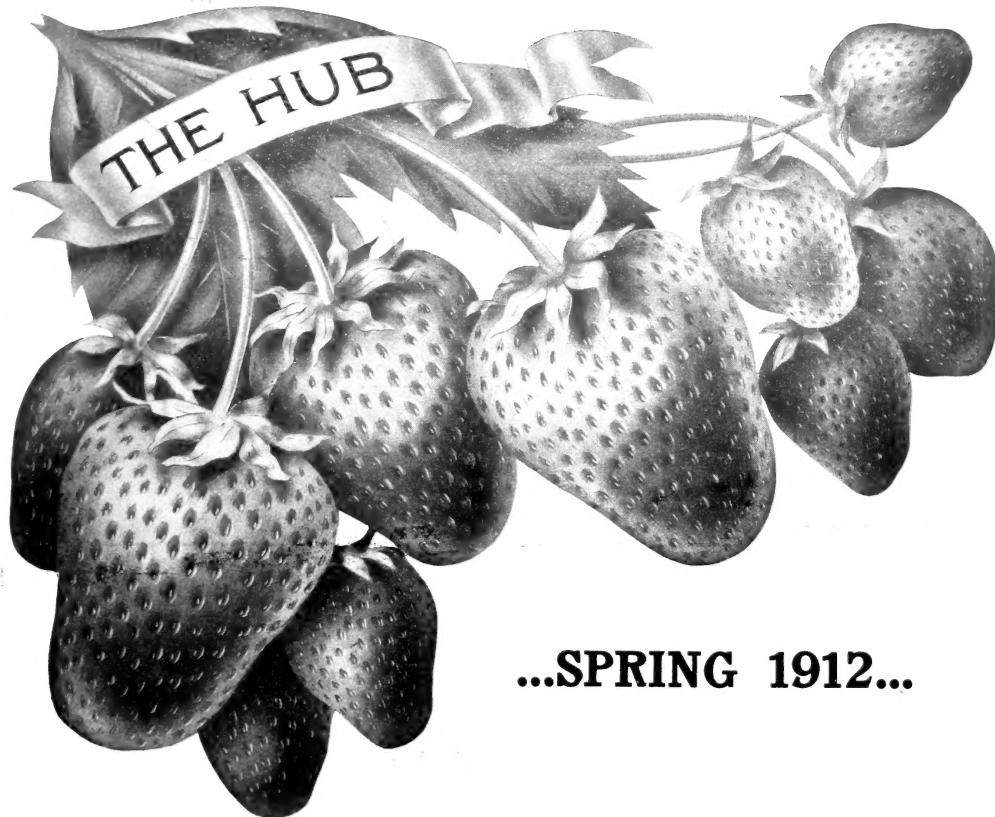
1912

Strawberry and Raspberry

Plants

FOR SALE BY

C. S. PRATT, READING, MASS.



The Novelty for this Season

I dare not tell what I think about it. I would rather let the berry speak for itself — you will have to believe it then. YOUR MONEY BACK IF YOU DO NOT FIND THE BERRY TO BE ALL I CLAIM FOR IT, AND MORE, TOO. See description on page 5.

C. S. PRATT'S NURSERY, READING, MASS.

SELL SATISFACTION

Success in the selling game doesn't simply mean plants sold. It means customers satisfied.

It means treating a man after you sell him as well as you do before. It means bills paid outside of Court, and complaints handled on square-deal principles.

Irritating back talk and aggravating threats never got a good will settlement nor brought back a disappointed customer. A "chip-on-the-shoulder" attitude drives trade away.

But courtesy, tact, frankness, fairness—disarm antagonism, melt opposition, bring back business.

Sell satisfaction.

And your plants will sell themselves.

THE COMMONWEALTH OF MASSACHUSETTS
STATE BOARD OF AGRICULTURE

Official Certificate No. 10.

Boston, September 6, 1911.

TO WHOM IT MAY CONCERN:

This is to certify that I have this sixth day of September completed the inspection of the nursery stock of C. S. Pratt, grown at Reading, State of Massachusetts, and find it to be apparently free from all injurious insects and diseases which might be transferred on nursery stock from the nursery to the orchard or garden.

This certificate is good until July 1, 1912.

Inspected by Thomas and Regan.

(Signed) H. T. Fernald,
Inspector.

Some pointers why it will pay you to plant our superior strawberry plants

First—Because they are true to name and unmixed.

Second—All our plants are from new fields, grown on new ground, and therefore free from disease.

Third—They are fresh dug, well packed, and are sure to reach you in good condition.

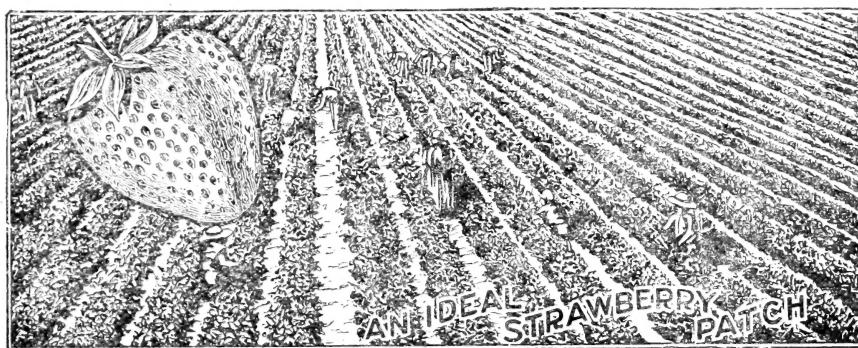
Fourth—You cannot fail to get big crops if you plant them carefully and take reasonable care of them.

Fifth—We can get them to you early in the season, if you want them. No long wait when you buy plants of us.

Sixth—We believe in a square deal and practice what we preach.

One thing sure, if any poor plants go out from Sunnyside this year they've got to chloroform me first. In the first place, I don't believe in sending out anything but the best, and anyway I wouldn't be fool enough to think I could make you stand for poor plants a second time.

I intend to sell plants as long as I live and I am going to live as long as I can and die when I can't help it.



HONESTY IN THE PLANT BUSINESS

There is no place where downright honesty of heart and purpose is more needed than in the plant business. A person sends his order and pays for his stock without seeing it. I would not send an order to any nurseryman that I did not have confidence in. There are a great many people that want a great deal of value for little money. Every season I have parties write me saying that they are going to buy plants of the one that sells at the lowest price. How short-sighted! If a grocer offered them granulated sugar for three cents a pound would they buy it? Something certainly is wrong either with the man or the sugar. It is just the same in the plant business. I have no use for a man who claims that his plants are cheaper and better, than any other grower in the country. Such men are to be avoided. I have firm faith in the man who says he has good plants at reasonable prices; that he has something that I need, who tells his story in plain, simple language, and guarantees his plants to be all that he claims for them. The way to make business pay is to do it right—not almost right, but altogether right. The big difference between success and failure often comes from the little differences between doing things nearly right and doing them quite right. Plain, honest facts are our motto, and we have been doing business on this line for forty years.

Six at dozen rates, 50 at 100 rates, 500 at 1,000 rates, any less 500 will be at 100 rates. I will allow any one to select three varieties at the same rate to make out 1,000 plants, but no more.

C. S. PRATT'S NURSERY, READING, MASS.



Follow the crowd

We guarantee all plants furnished by us to be first-class, true to name, and delivered in good condition when shipped by express.

We do not guarantee stock to grow, or results in any way. No complaint will be entertained that is not made immediately upon receipt of stock.

There are so many causes for failure over which we have no control that we can assume no responsibility after stock is delivered in good order. Poor soil, unfavorable weather, ignorant or careless culture—all contribute to failure and all are beyond our control.

Plants are very scarce this spring on account of the drought last season. I have only about half as many as I had a year ago. It is the same all over the country. To make sure of your plants you must order early. Strawberries will sell for more money this season than they have for many a day. Any one that has a good bed for this season is in **LUCK**.

Don't think for a moment that C. S. Pratt is dead or gone out of business simply because you do not see my advertisement in the papers. I can sell every plant I have without advertising at all this year.

U. S. King Edward

(S) It is the rich man's berry, poor man's berry, lazy man's berry and the marketman's berry. If one wishes to grow the largest number of quarts to the acre, and has to sell at low prices, this is the berry to grow every time.

It is not one of those large, coarse, over-large berries, but of uniform size throughout the season; indeed, every berry looks as though they were all run in the same mould. They are a very attractive light scarlet color. A crate of this fruit is about as fine a thing as one could possibly ask for. The looks alone would sell them. They stand up great; a berry marketmen like to handle. The plant is a strong staminate variety and is just loaded with fruit. **Quarts, quarts, quarts**, as thick as cultivated cranberries. **It is a mortgage lifter.** Unfortunately, there are two strawberries by this name, King Edward. One originated in England and the best one in América. You want the U. S. King Edward because it is the **best**. **25c. dozen, 75c. per 100, \$5 per 1000.**

Highland

(P) The strength of the report sent out by the Ohio Experiment Station where it was the most productive berry in a large collection. We gave it a fair test last summer, and found that it was fully equal to its recommendation in all respects, and superior in some. It was larger than we had reason to expect and better in quality. We had a few quarts canned, and it proved first class for that purpose. Both berries and syrup are dark red, rich and delicious. The Highland makes a large, healthy plant which sends out a liberal number of runners. The fruit is obtusely conical, glossy red, rich and refreshing in flavor, though somewhat tart and very juicy. **25c. dozen, 75c. per 100, \$5 per 1000.**

Sample

(P) There never was a variety put on the market that took a stand right in front of the procession and held it as long as the Sample did. It is as fine now as when I first introduced it. It is one of the very best pistillate kinds in cultivation. The plant is large and healthy and makes plenty of runners. However close to each other the plants may stand in the bed, every one will bear. The plant is well anchored by a great mass of roots which insure it against drought and frost. It is a great bearer of large, roundish berries, dark red to the centre, moderately firm, and of good quality. The fruit is large to the close of the season; late. Remember, I am headquarters for this berry, and you are sure of getting plants true to name. It never fruited as well with me as it did last season. There was not a berry on my place that stood the drought as well as this. It just threw out the berries. **Quarts, quarts, quarts.** This and the U. S. King Edward are two safe berries for a new beginner to plant. **25c. dozen, 75c. per 100, \$5 per 1000.**

Dicky

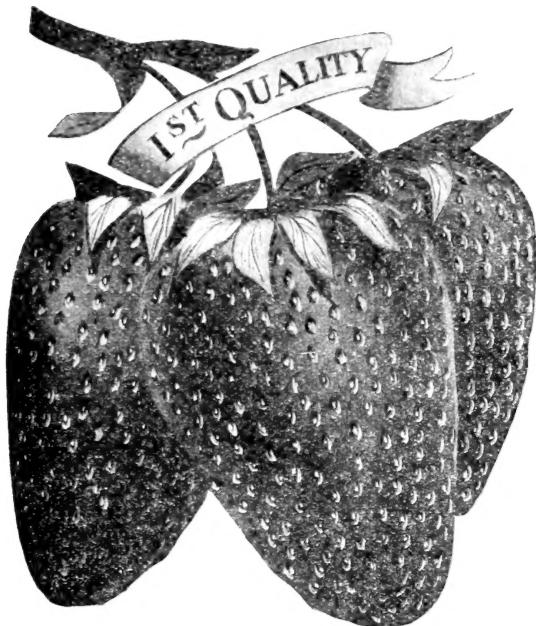
(S) This has not proved what I expected; am disappointed. Good cropper, very large, but cone shaped. It must be left on the vines until it is very dark to be ripe. **25c. dozen, 75c. per 100, \$5 per 1000.**

Glen Mary

(S) With some growers this is their standby and enormously productive; large fruit and a good market berry. I get sold out of plants every season.
25c dozen, 75c. per 100, \$5 per 1000.

Fendall

(P) An immense cropper, large size, and a very profitable berry to grow. 25c.,
dozen, 75c. per 100, \$5 per 1000.



Marshall

(S) One of the finest flavored; shy bearer. 25c. dozen, \$1 per 100.

3 W. W. W.

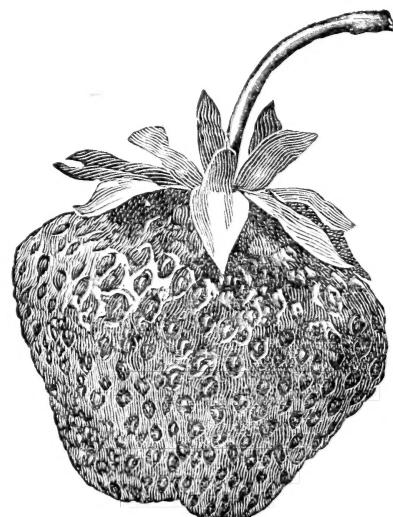
Early; great cropper, berries run small after the second picking. 25c.
dozen, 75c. 100, \$5 per 1000.

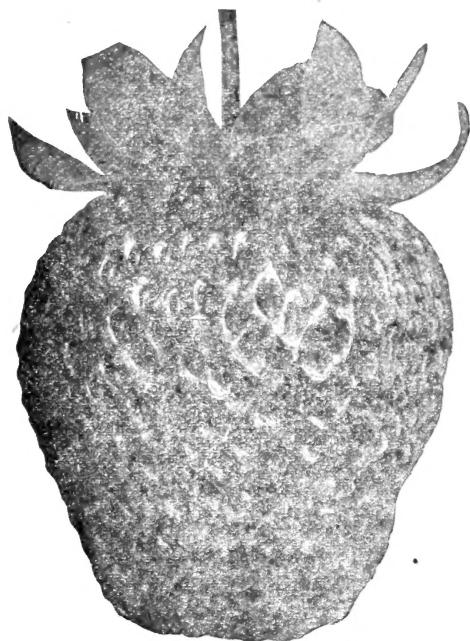
Golden Gate

(S) NEW. Resembles the Marshall in size and shape but not in color. Will succeed where the Marshall fails. Seven berries will fill a quart basket full. Quality is A No. 1—pronounced so by the judges at the Massachusetts Horticultural Strawberry Show last June. It won twenty-three dollars in prizes. In market it sells for the best price. A fine cropper, colors well, no green tips; a strong staminate variety. You make no mistake if you order this berry. If you have a market for choice fruit, you can't help from making money growing this berry. The berries are simply immense, and a tremendous cropper; the fruit is simply piled up around the plants. I have never known of any one growing it that did not get a big crop. 25c. dozen, 75c. per 100, \$5 per 1000.

1st Quality

(S) It will surely take the place of the Marshall for a family berry. Will produce five times as much from the same space of ground as the Marshall. Great cropper, fine shape, and colors well. This is the berry for your own use. Too good to sell but just right to give to one's best friends. We have never heard of a person who did not immediately become enthusiastic over the 1st Quality. There is something—that indescribable something—about its flavor that completely captivates the taste. And it is a flavor that grows in favor with every berry eaten. No one ever seems to tire of it. Always a treat when you are ready to eat. 25c. dozen,
75c. per 100, \$5 per 1000.





Gibson (S) The following is taken from the catalogue of the introducer this spring: "And now after seeing this grand variety fruit another season we are more enthusiastic over it than ever and are not afraid to look any of you straight in the eye and tell you in race-track vernacular that it is 'The One Best Bet.' Those of you who received our catalogue last season will remember the sworn statement of Mr. Charles Burtzlaff of this place in which he said that in the season of 1909 he harvested 9240 quarts of berries from one acre and that in 1910 after the severe freeze that you all remember he harvested 2960 quarts of Gibson from one-third of an acre when the same amount of land set to Warfield only yielded 400 quarts. If we wished we could fill this book from cover to cover with just such statements from farmers who have come to realize that the Gibson is the biggest money maker that they have ever grown. The season of 1911 was another big victory for the Gibson and we are more and more of the opinion that a few years more will see this variety the most popular and widely grown of any in the strawberry world.

"The Gibson commences to ripen with the Dunlap and continues well into the season of the later varieties, which is an indication of its strong vitality. The fruit stems are large and strong and the dark-green foliage is an ample protection for the blossoms and fruit. It is a perfect-blooming variety. The fruit is large and regular in shape and continues large to the end of the season. In color it is a rich red all over, the meat also being red. The calyx is large and green. Not a speck of rust on it.

"As a shipper it hasn't a superior, being so firm that it will carry to the most distant markets in the best of condition. We have never seen a variety that makes such a sturdy growth as this one. In standing and looking over a patch set with Gibson and other varieties you can pick it out at a glance by its healthy, luxuriant foliage. The new plants are exceptionally strong and well rooted."

50c. dozen, \$2 per 100.

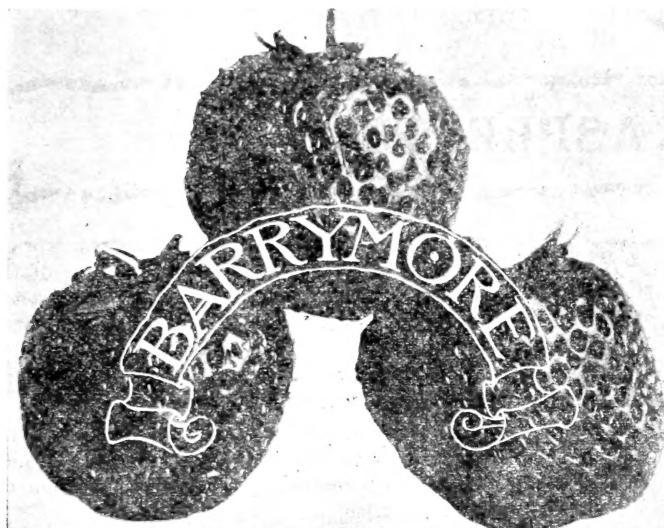
Early Ozark (P) Originated in the Ozark Mountains of Missouri several years ago and has now fruited two seasons with us. We consider it by far the very best extra-early variety for strong, rich soil such as ours. It ripens with Excelsior and has the same deep-red, rich color, but cannot be compared with that variety in any other way. Thus they ripen the earliest of all and are done before late varieties come onto the market. The berries are very firm, glossy and of a deep-red color. The plants are models of growth and show more vigor than any other variety. **25c. dozen, \$1.50 per 100, \$8 per 1000.**

The Deacon Strawberry (S) Old Rough and Ready. No berry under cultivation will stand the neglect and rough usage that this one can endure. It is the lazy man's berry and will bear a tremendous crop of fine berries under the most adverse conditions. Have you a plot of land too poor even to grow white beans on? Just set it to the **Deacon Strawberry** and it will pay the best dividends it ever did. It did well at Sunnyside last season. **25c. dozen, \$1 per 100, \$5 per 1000.**

EVERYBODY who wants the best plants they can get, and are willing to pay the price, should order from **STRAWBERRY PRATT**. That's Common Sense.

The Barrymore

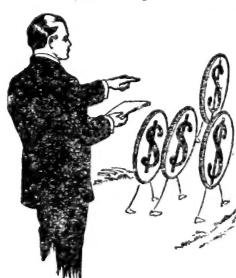
(S) NEW. Since the introduction of the Marshall in 1892 we have had no strawberry that has created the sensation as this Barrymore at our Horticultural Rooms in Boston. Since 1893 the Marshall has won more first premiums than any other strawberry. The Barrymore won first premiums in all the classes in which it was entered; it won three first premiums and a silver medal in the strongest competition ever seen in Boston. The Barrymore is the most attractive strawberry ever exhibited at the Massachusetts Horticultural Rooms. The plants are strong and healthy. The fruit is not only large, but its great beauty lies in its glossy appearance. They shine as if varnished and they hold this gloss a long time after being picked, which makes it a good-



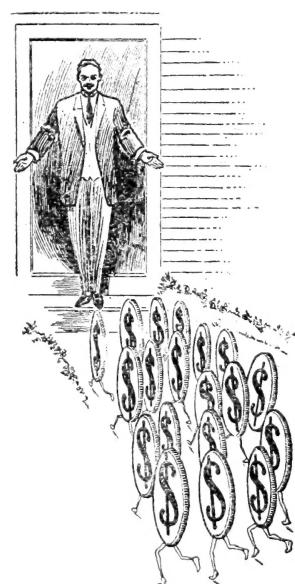
selling berry. 25c. dozen, 75c. per 100, \$5 per 1000.

H U B R A W B E R R Y

(S) By all odds the finest and most profitable strawberry in existence. When the merits of this berry become known to the strawberry growers it will sweep the country like wildfire. For years the originator grew it and simply held the trade in spite of all other growers. He could always get a fancy price for his fruit even when the markets were just glutted with strawberries. He is getting old and is about through growing berries, and for that reason and that alone is why I am able to offer it to my customers this season. A strong staminate, or perfect flower, fine shape, and one of the handsomest of strawberries; flavor as good as the Marshall; more productive than the Golden Gate. If what I say is true you simply cannot afford not to get some plants this season. Price, \$2.50 per dozen, \$4 for 25 plants.



Four dollars walked away in 1912 for the Hub strawberry



Nineteen will come back on the run in 1913

Mixed Plants, \$4.00 per 1000

These plants will be taken up where two varieties come together and are fine for any one to set for fruit. You stand a chance of getting some of my newest and highest-priced plants at a bargain. If you wish simply to grow a crop of fruit these are as good as anything you can buy. I have only a few thousand to sell, anyway.

C. S. PRATT'S NURSERY, READING, MASS.

Don't think for a moment that I have been careless and got my stock mixed, for no one in the plant business is any more careful than I. If you order a thousand plants of any one variety every plant in the lot will be true to name. My plants are grown on new land. They are grown right, packed right, shipped right, named right, priced right, and are right.

RASPBERRIES

Herbert Raspberry

The Herbert Raspberry is a chance seedling that sprang up in 1887 in the garden of R. B. Whyte, one of the most prominent and best-known horticulturists in the City of Ottawa, Canada. It has undergone a thorough test beside all the other varieties, as well as the later introductions, and has completely outclassed them all. It has been thoroughly tested, not only by the originator, who, although a most scrupulous and conscientious man, may be accused of over-zealousness, but also by several experimental stations as the **greatest yielding and finest all-round raspberry in existence.**

I have no hesitation in saying that there has never been a raspberry put on the market in the United States or Canada that has proven so universally successful as the Herbert. From all over the continent, North, South, East, West, come most flattering accounts of its behavior, from the most reliable uninterested authorities in each of the two countries.

Kansas is the only state from which we get a report detrimental to this great berry, one man there reporting that it is not hardy in that state. There may be something in the climate of that state that kills a plant that is hardy in the Peace River Territory, where the thermometer goes to 59 degrees below zero; but the fact that thousands of spurious plants have been sold, some even by one of the largest nurseries on the continent, led me to believe that the plants grown in Kansas were not true Herbarts. Twelve plants were mailed to the Government Experimenter at Fort Vermillion, Peace River Territory, 400 miles directly north of Edmonton, Alberta, in the spring of 1908, 1,100 miles nearer the North Pole than Boston. After travelling nearly 3,000 miles by train in a mail bag, they had 700 miles to go by team, on the trail, which left them very late arriving, and in not the best condition, but four plants survived and made a nice growth, which stood that winter and had about a pint of fine fruit on the next summer. The thermometer there registered 51 degrees below zero in December, and 59 below in both January and February.

From Bulletin No. 56 by W. T. Macoun, horticulturist at the Central Experimental Farm at Ottawa, I take the following list of yields, which is the average for three years from 12 plants:

Herbert	-	-	-	-	-	-	-	36 lbs.	7 3-4 oz.
Turner	-	-	-	-	-	-	-	15 lbs.	13 oz.
Herstine	-	-	-	-	-	-	-	14 lbs.	4 oz.
Columbian	-	-	-	-	-	-	-	11 lbs.	9 1-4 oz.
Marlboro	-	-	-	-	-	-	-	7 lbs.	12 1-2 oz.
Loudon	-	-	-	-	-	-	-	7 lbs.	12 oz.
Shaffer	-	-	-	-	-	-	-	6 lbs.	10 1-2 oz.
King	-	-	-	-	-	-	-	5 lbs.	15 oz.
Golden Queen	-	-	-	-	-	-	-	4 lbs.	15 1-2 oz.

(Cuthbert has been a failure owing to winter injury to the canes.)

From this table we see the enormous superiority in yield of Herbert over all other varieties.

Professor Bailey, one of the best authorities in the world, places the average crop of raspberries per acre at from 54 to 100 bushels. Estimating the average yield, as reported by 56 growers, Card found the average to be 69 bushels per acre. But at the Experimental Farm, Ottawa, in 1904, Herbert produced at the rate of 319 bushels 26 lbs. per acre, or nearly five times as much as the average. This is simply wonderful. Imagine a pile of raspberries twice as large as the average crop of potatoes coming off the same amount of ground.

C. S. PRATT'S NURSERY, READING, MASS.

The season of 1911 was one of the dryest we have had for years and yet all through the fruiting season the Herbert did not seem to be affected in the least, but gave a large crop of first-class fruit. My stock is absolutely pure. I got my original plants from headquarters in Canada.

Price of plants, \$1 per dozen, \$4 per 100, \$25 per 1000.

Plum Farmer (BLACK-CAP RASPBERRY.) At the meeting of the New York State Fruit Growers at Rochester, Jan. 4, 1911, W. H. Alderman, Assistant Horticulturist at Geneva Experiment Station, read the following report on the Plum Farmer Raspberry: "Of all the named varieties under test at the Geneva Station, Plum Farmer made the best showing in 1910. The plants are hardy, vigorous and productive; the berries large, good in color and quality. It has already been grown in some localities and reports of its behavior are very favorable. It should certainly be given a trial in all commercial plantations." Nothing I could say myself would be more effective than above and it fully confirms what I have been saying for years—that Plum Farmer is by far the best black-cap that has ever been introduced. I know of no single variety of fruit that pays growers so well in this locality. The plants are fine growers, being more free of diseases peculiar to black-caps than other varieties, are hardy, and when ripened in the fall have a clean, silvery, bluish appearance. When loaded with fruit they are a sight to behold. The berries ripen very early and most of the crop is produced in one week. The fruit is very large, thick-meated and firm, making a good berry to evaporate or ship to distant markets. It is being planted in all the great raspberry-growing sections from the Atlantic to the Pacific and is meeting with universal favor. Our black-cap plants are grown on dry ground and are entirely free of diseases. They will succeed where plants from heavy soils will succumb to disease. I tell you frankly that the plants of Plum Farmer we have to sell are worth double ordinary black-cap plants for the simple reason I only tipped the very strongest canes. I have a large stock of them and I was not obliged to tip the small canes, so you can count on receiving something fine in the way of plants. Prices are reasonable. 50c. dozen, \$2 per 100, \$15 per 1000.



A Very Valuable New Red Raspberry. It Is In a Class by Itself and No Fruit Grower Can Afford to be Without It. Our Plants are Pure Stock.
Look Out for Substitutes of this Variety.

C. S. PRATT'S NURSERY, READING, MASS.

Raspberries for four months! That's what you get when you plant St. Regis—the new ever-bearing variety. Moreover, they are not only raspberries, but raspberries of the very highest grade in size, in brilliant crimson color, in firmness, in flavor. The variety has been aptly termed "the early 'till late' variety, for it is the first red raspberry to give ripe fruit while it continues to produce berries without intermission until late in October.

St. Regis is of pure American blood and of ironclad hardihood, the canes enduring the severest cold uninjured and are wonderfully prolific. Its foliage never suffers by sunburn or scald; nor is its growth impaired by the heat and drought of summer. In addition to the bright crimson color and large size of the fruit, it is so firm and rich in sugar that it will stand shipping 200 miles, arriving at market in first-class order; and it can readily be kept in perfect condition for several days after being gathered. \$1.50 dozen, \$8 per 100.

Himalaya Giant This new berry is a new arrival from the north slope of the Himalaya Mountains, 6,000 feet above the sea level. It is black, but not a blackberry. For many centuries the natives of that country have been making wine of it and only the recent invasion by British troops has brought this delightful, luscious fruit to our civilization. The vine is a vigorous grower, making a growth of from 20 to 30 feet in one year which can be trained on a fence or arbor similar to grape vines. The enormous clusters of large-sized berries ripen all summer making the Himalaya the most productive of all varieties known. They have no core and the flavor is sweet; of unusual richness and when ripe will literally melt in your mouth. For pies and jellies, the Himalaya berry is a perfect success, being ahead of any similar fruit. The severity of their native climate has made the berries hardy and both plant and fruit will stand extremes of heat and cold better than any other variety. It is hard for you to realize what a treat a dish of these new berries would be. We believe they will be in great demand as soon as they are known and enough grown in the United States to supply the demand. There has never been a kick from parties growing the Himalaya, but all praise it above all other berries and say it is the finest berry ever introduced. One man picked from two plants in 1908, \$31.00 of berries at 15 cents per quart. In 1909 he picked over \$54.00. The Himalaya is no dead wood but fruits on the same wood for years. But it is necessary to prune some of the old and young wood away each season, as it makes a heavy growth of wood each season. One plant in one year will give from 25 to 50 young plants a season, the first season. (The truth is hard to believe.) **Price \$2 per dozen.**

Asparagus Roots Two years old. **\$1 per hundred.**

Rhubarb Roots Two years old. **25c. each, \$1.50 per dozen.**

Sweet Potato Plants Ready about May 15. These plants are set either in hills or on ridges about six or eight inches high, the rows being about three feet apart and plants from 20 to 30 inches in the row. A sandy loam is considered the best soil, but they may be grown in quite heavy soil. Prepare the ground, if not already rich, by putting a handful of fertilizer rich in potash, well mixed, in each hill, or a small shovelful of compost or manure. In setting plants, if the soil is dry, it is always best to put a little water in the hole with the plant, which insures its getting a good start. They should not be set until the soil becomes warm and the weather mild. Follow with thorough clean culture. For field work a cultivator with vine turners is used which throws the vines on top of the ridge, or vines may be turned by hand. We allow the vines to root on top of the ridge as it seems to do no harm. Although the sweet potato finds its home in the warm, light soils of the South, it is successfully grown in many parts of the North, even Maine is said to have produced good crops. For such places we would select a warm, sandy or gravelly soil, well protected from north and west winds if possible. **Price of plants \$1 per 100.**

Good luck to you, my friend! And may success attend
The whole year thru!

What e'er you plan to do, or enterprise pursue,

GOOD LUCK TO YOU!

Your friend, Strawberry Pratt

Things I Do Not Want

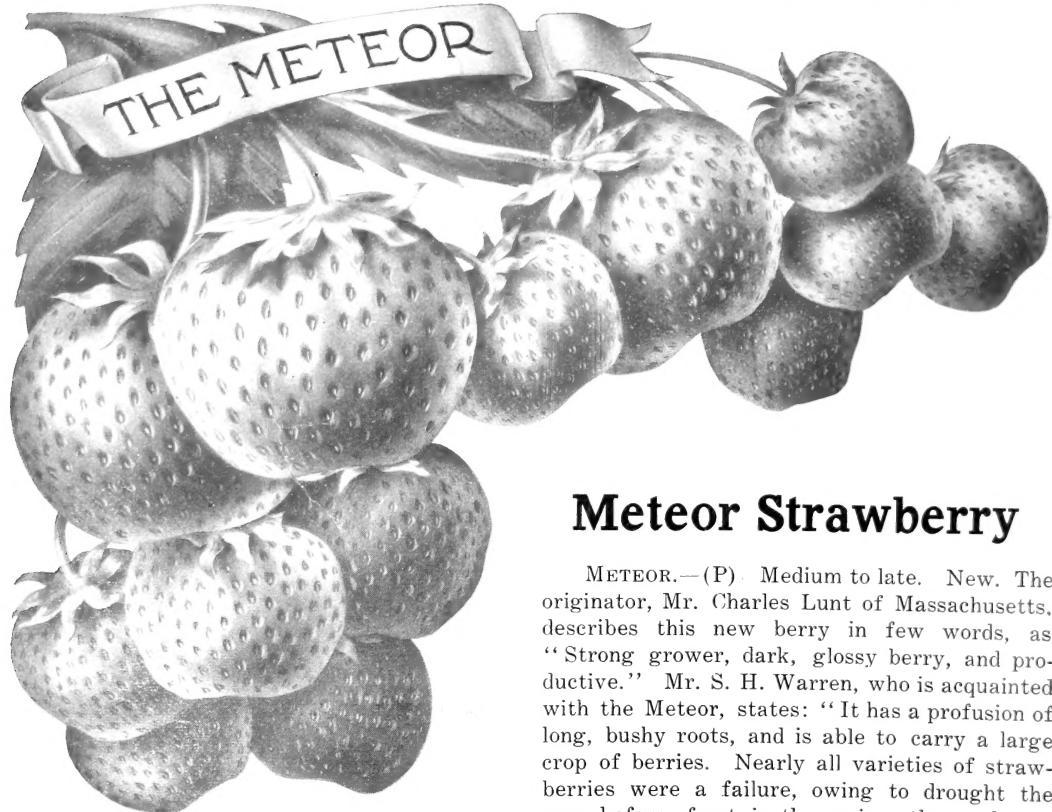
I do not want a million dollars. I would not know how to use so much money. I do not want a large house for my wife to take care of, and it would not seem as homelike as a small one. I do not want a half-dozen houses in various parts of the world as many rich men have. I prefer to have one home and make that as attractive as possible. I am to have a mansion in the next world. That will be glory for me.

I do not want to know everything. It is well I do not know when I am to die, or when any of my friends are. It is well I do not know the mystery of life and death. It is well that we do not know about the destructive germs which are floating about in the air or in the food we are consuming.

I do not want to be governor of the State of Massachusetts nor a member of the United States Congress or Senate, nor do I want to be President of the United States.

**I want one thing and only one. That is, to
be the most reliable plant dealer in the
New England States**





Meteor Strawberry

METEOR.—(P) Medium to late. New. The originator, Mr. Charles Lunt of Massachusetts, describes this new berry in few words, as "Strong grower, dark, glossy berry, and productive." Mr. S. H. Warren, who is acquainted with the Meteor, states: "It has a profusion of long, bushy roots, and is able to carry a large crop of berries. Nearly all varieties of strawberries were a failure, owing to drought the year before, frost in the spring, then a heavy

rain and then a hot sun that baked thousands of quarts on the vines, but the Meteor under the same conditions produced a large crop of nice berries. I believe that when better known it will be one of the leading varieties. I think it is one of the most reliable berries on the list."

Mr. Lunt would have made more money if he had never sold a plant but kept it simply to grow fancy fruit. Last season (1911) his fruit sold for 35 cents in Boston market. The Golden Gate is not in it with the Meteor, and the Golden Gate is by all odds the finest strawberry C. S. Pratt ever had on his grounds. The Meteor has never fruited at Sunnyside. I shall set two acres this spring to Meteor and set every fourth row with Golden Gate for a fertilizer. I shall grow these two acres in the narrow-row system and shall be disappointed if I don't make \$1000 per acre in 1913.

Price of plants 25c. dozen, \$1 per 100, \$6 per 1000.

Longfellow could take a worthless sheet of paper, write a poem on it and make it worth \$65,000. That's genius.

Rockefeller can write a few words on a piece of paper and make it worth \$5,000,000. That's capital.

"Uncle Sam" can take an ounce and a quarter of gold and stamp upon it an "Eagle Bird" and make it worth \$20. That's money.

A mechanic can take material worth \$5 and make it into watch springs worth \$1,000. That's skill.

A merchant takes an article worth 75 cents and sells it for \$1. That's business.

A woman can purchase a hat for 98 cents, but prefers one that costs about \$27. That's foolishness.

A ditch digger works ten hours a day and handles several tons of earth for \$1.25. That's labor.

The writer can write a check for \$90,000,000, but it wouldn't be taken. That's rough.

There might be some who will claim they can grow better plants than **P R A T T** and sell cheaper. That's gall.
